

Public Value Assessment: iMP  
Quantitative Research  
February 2006

*Redacted for Publication*

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## Demographic Profile of iMP Users

The profile of iMP users was very evenly distributed over the 16-54 age-bands, with lower use among 60+ people, in line with general Internet use.

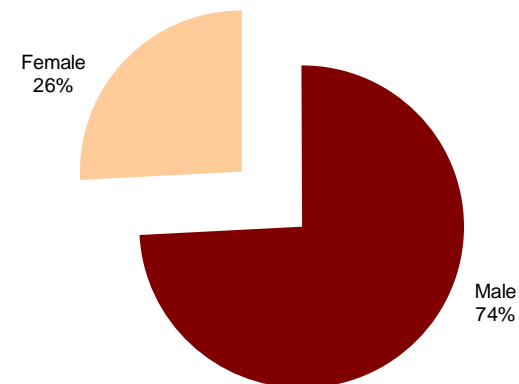
**Age range of users**



Sample size: 1,843 UK users

The iMP sample was in the majority male (74%) reflecting the pattern of uptake of new technologies.

**Gender of users**

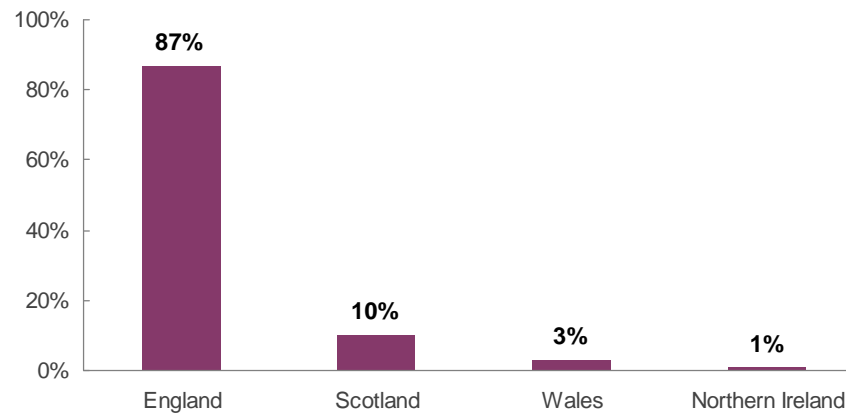


Sample size: 1,843 UK users

## Location and working status

The great majority of responses were from users in England (87%). A further 13% were from the other UK nations.

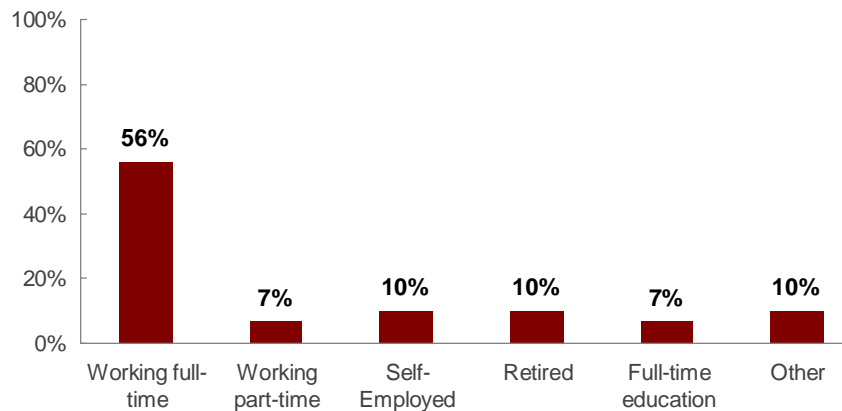
### Where do you live?



Sample: 1,843 users aged 16+

The majority of users (56%) were working full-time, and a further 14% were part-time workers or in full-time education.

### Working status

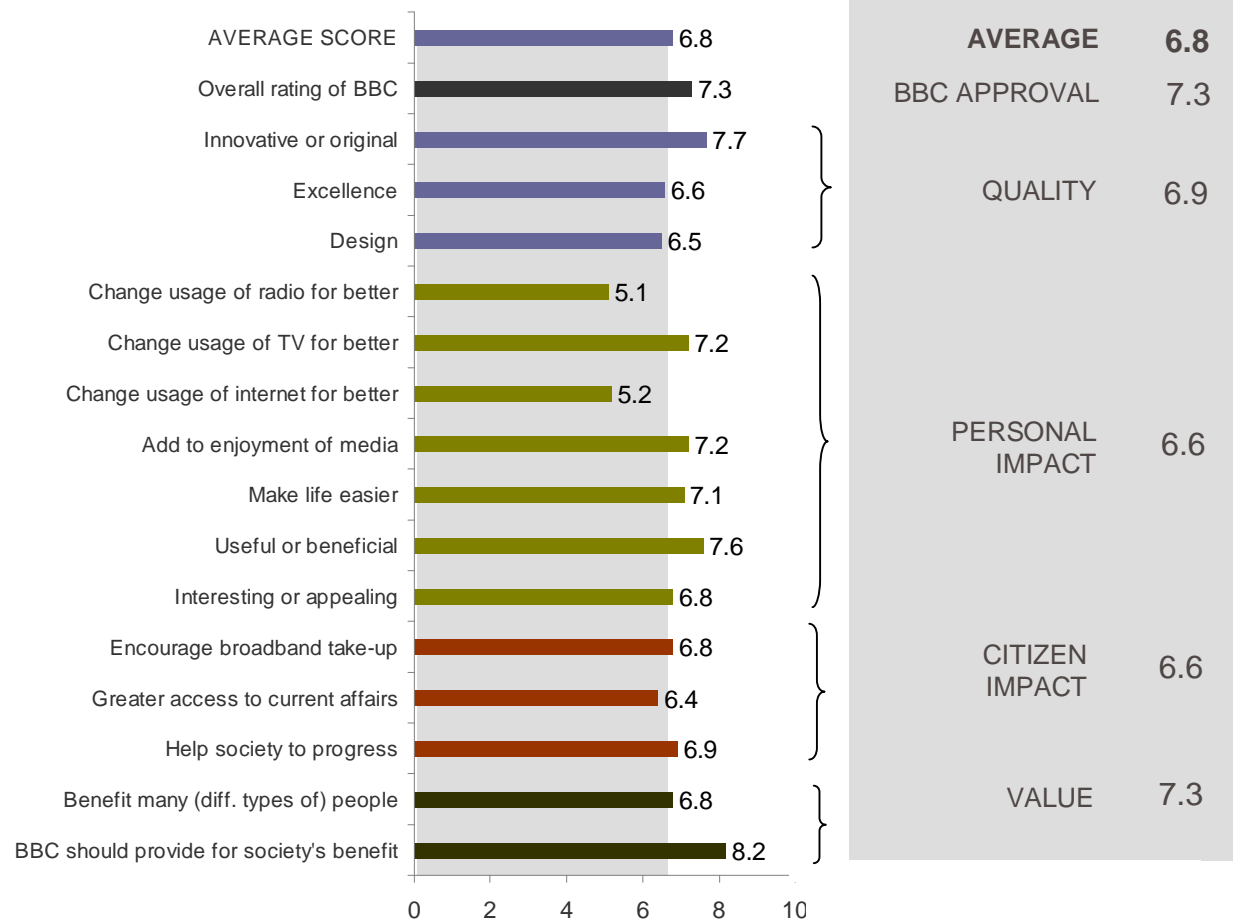


Sample: 1,843 UK users aged 16+

## Summary of PVA Scores

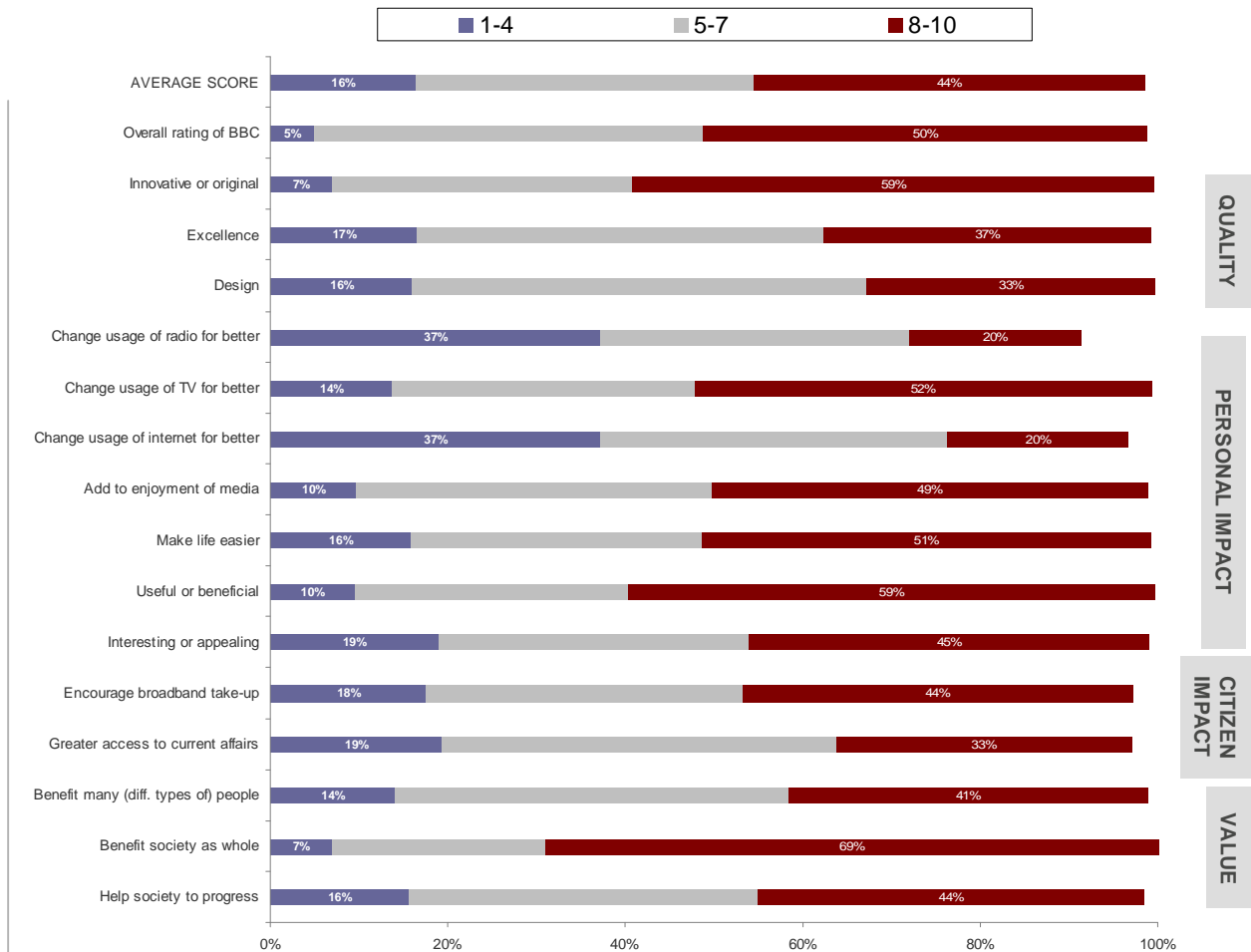
The strongest point of agreement is that the BBC should provide this service for the benefit of society as a whole.

Perhaps due to a particularly internet-conscious panel, agreement was lowest for “changes the way I use the internet”.



sample: 1,843 UK users aged 16+

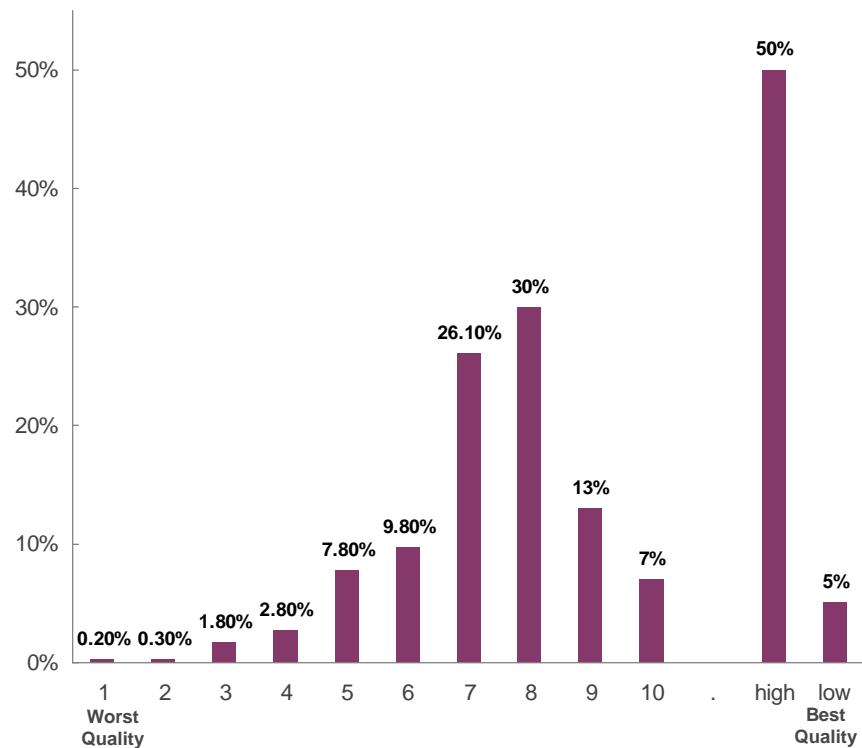
## Distribution of PVA Scores



	Scored 1-4	Scored 5-7	Scored 8-10
BBC approval	5	44	50
Quality	13	44	43
Personal impact	20	35	35
Citizen impact	19	40	39
Value	12	36	51
<b>Overall average</b>	<b>16</b>	<b>38</b>	<b>44</b>

## Overall Rating of the BBC

Using a scale from 1 to 10, where 10 is the best quality and 1 is the worst quality, how would you rate BBC channels overall in terms of the quality of the programmes that the BBC broadcasts?



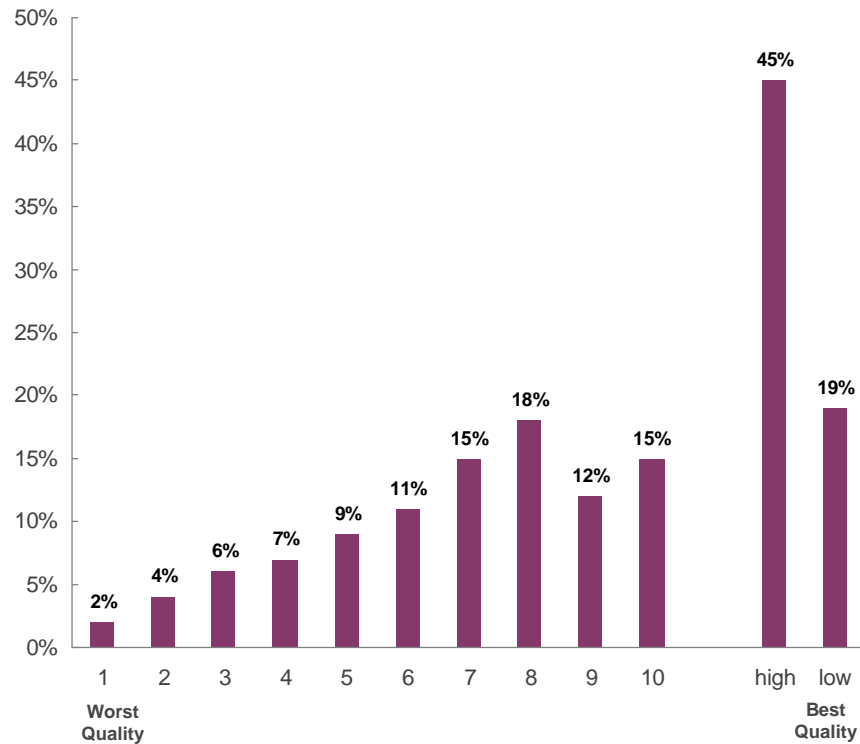
<b>Average Score:</b>	<b>7.3</b>
<b>Total % scored 1-4:</b>	<b>5%</b>
<b>Total % scored 8-10:</b>	<b>50%</b>

sample: 1,843 UK users aged 16+

BBC APPROVAL

## How “interesting or appealing” users considered the iMP:

Using a scale from 1 to 10, please tell me how “interesting or appealing” you, and members of your family, find the iMP. (Please ignore any technical hitches you may have experienced, since we are working to eliminate these as quickly as possible.)



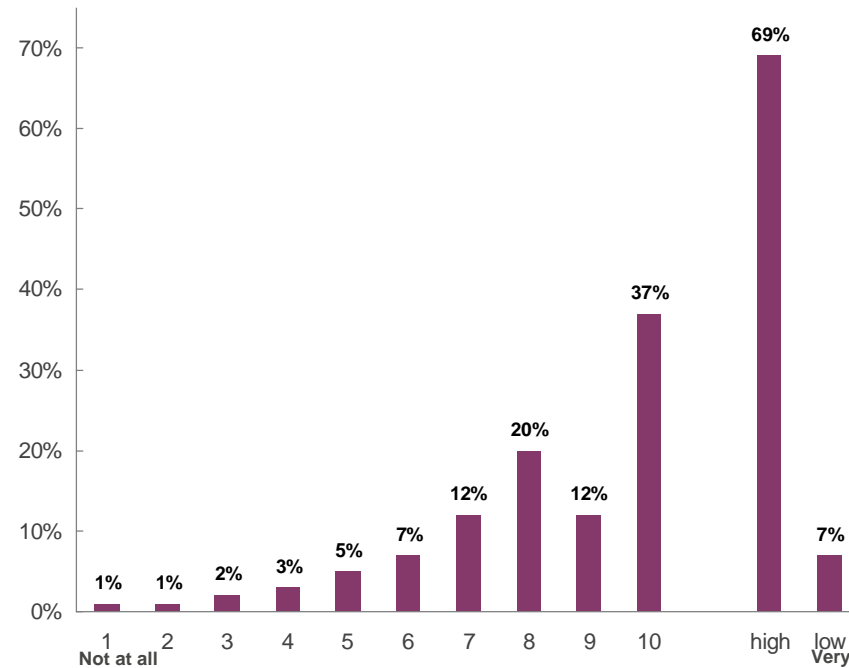
<b>Average Score:</b>	<b>6.8</b>
<b>Total % scored 1-4:</b>	<b>19%</b>
<b>Total % scored 8-10:</b>	<b>45%</b>

sample: 1,843 UK users aged 16+

PERSONAL IMPACT

## Whether iMP should be provided by the BBC:

Bearing in mind that the BBC has to cater for a wide variety of audiences, to what extent do you think the iMP is a service that should be provided by the BBC for the benefit of others and society as a whole?



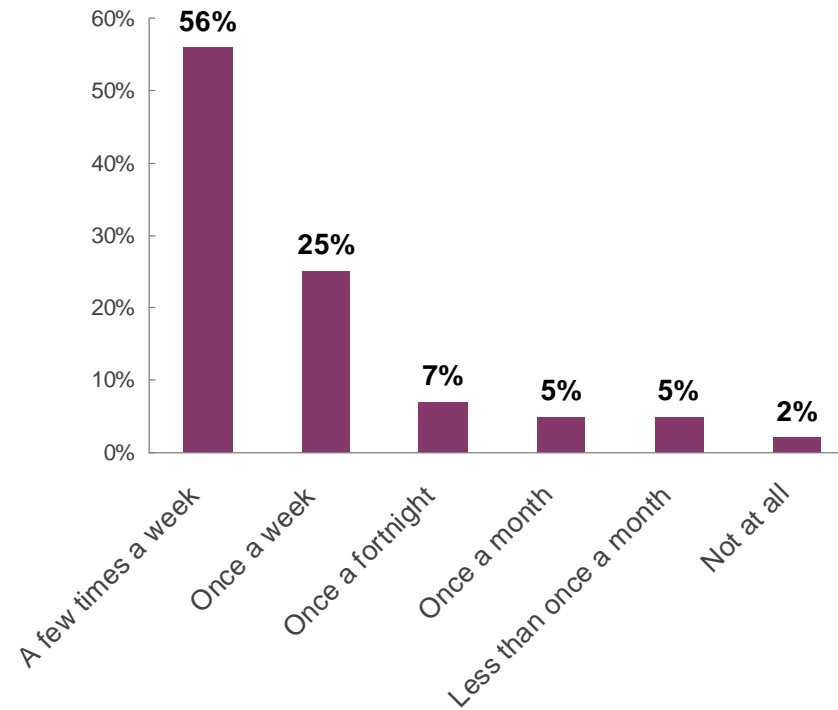
Average Score:	8.2
Total % scored 1-4:	7%
Total % scored 8-10:	69%

sample: 1,843 UK users aged 16+



## Frequency of usage of the iMP

How often do you think you (personally, or members of your household) would actually use the iMP, assuming it is always available to everyone, and easy to use at no extra cost?

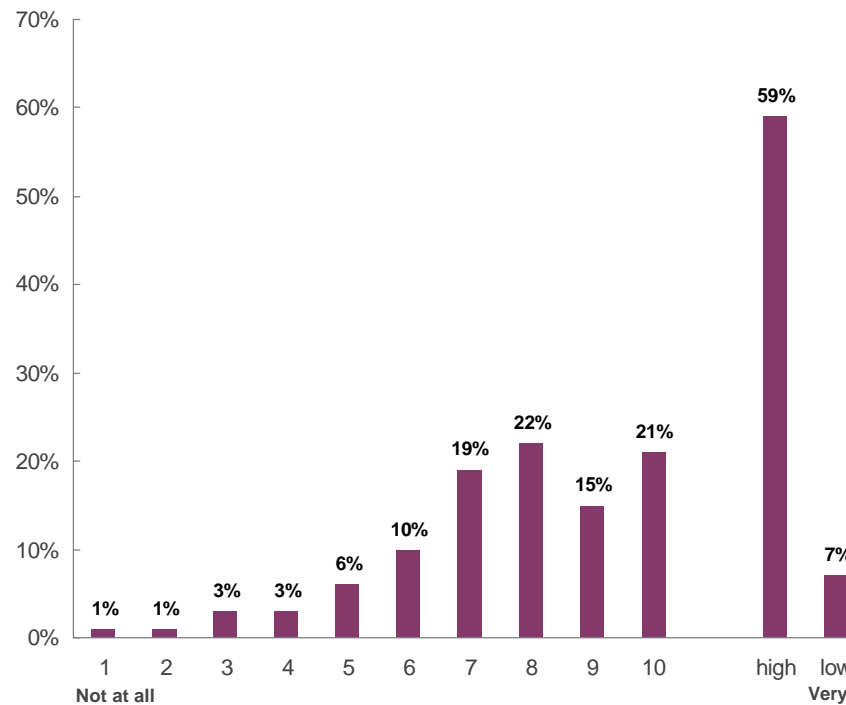


sample: 1,843 UK users aged 16+

F  
R  
E  
Q  
U  
E  
N  
C  
Y

## How “innovative or original” the iMP is:

To what extent do you feel the iMP is “innovative” or “original”?



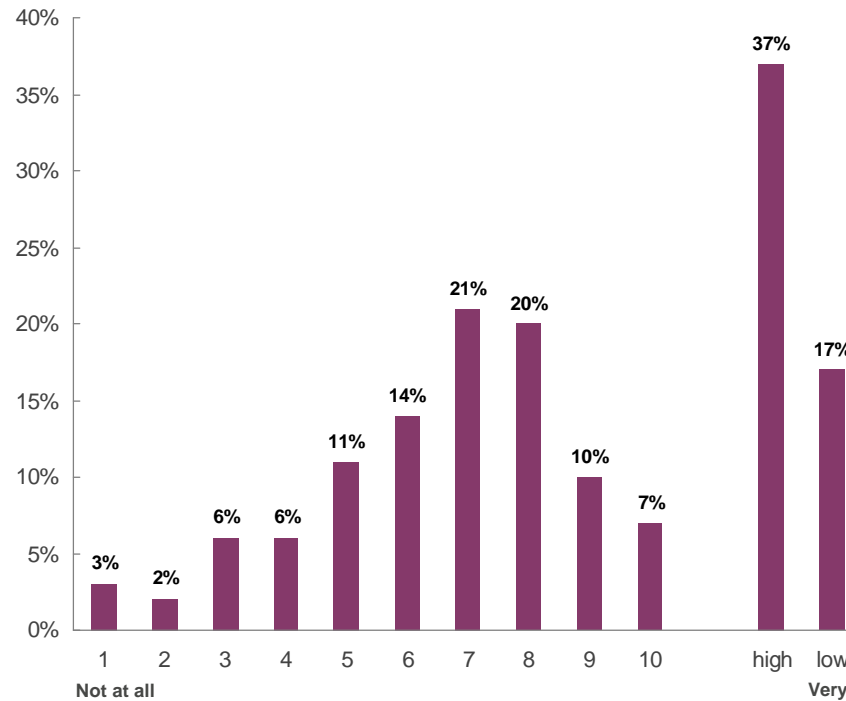
<b>Average Score:</b>	<b>7.7</b>
<b>Total % scored 1-4:</b>	<b>7%</b>
<b>Total % scored 8-10:</b>	<b>59%</b>

sample: 1,843 UK users aged 16+



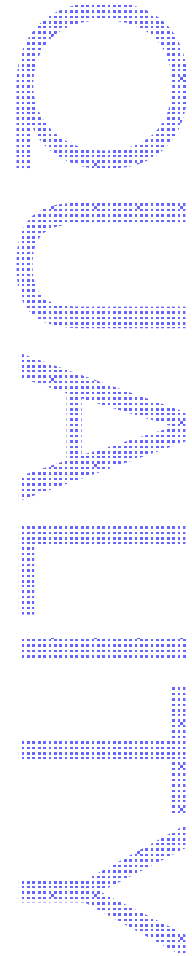
## Excellence of the iMP:

To what extent do you feel that the iMP is "excellent"?



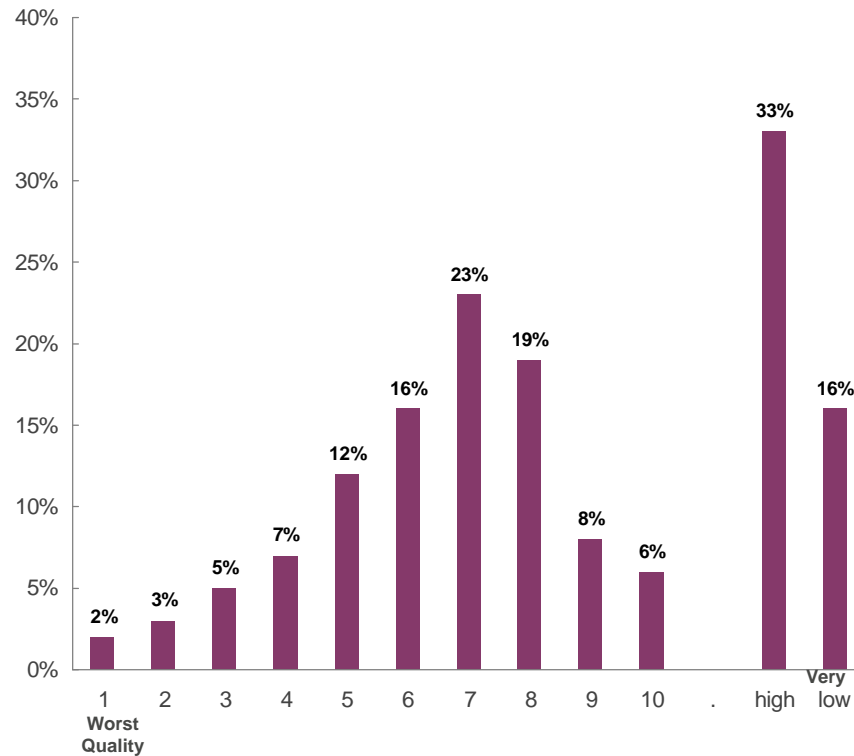
<b>Average Score:</b>	<b>6.6</b>
<b>Total % scored 1-4:</b>	<b>17%</b>
<b>Total % scored 8-10:</b>	<b>37%</b>

sample: 1,843 UK users aged 16+



## Design of the iMP

Using a scale from 1 to 10, where 10 is the best quality and 1 is the worst quality, how would you rate the iMP in terms of its design?



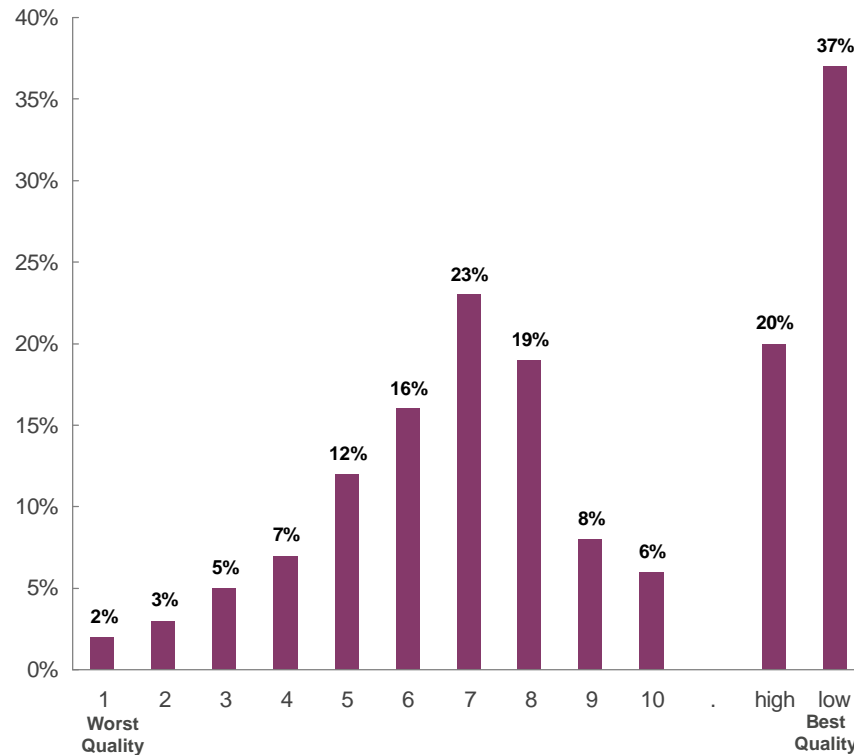
<b>Average Score:</b>	<b>6.5</b>
<b>Total % scored 1-4:</b>	<b>16%</b>
<b>Total % scored 8-10:</b>	<b>33%</b>

sample: 1,843 UK users aged 16+



## Whether the iMP will change the way you use radio:

How much do you agree or disagree with the following statement?  
*"The iMP could change, for the better, the way I use radio"*



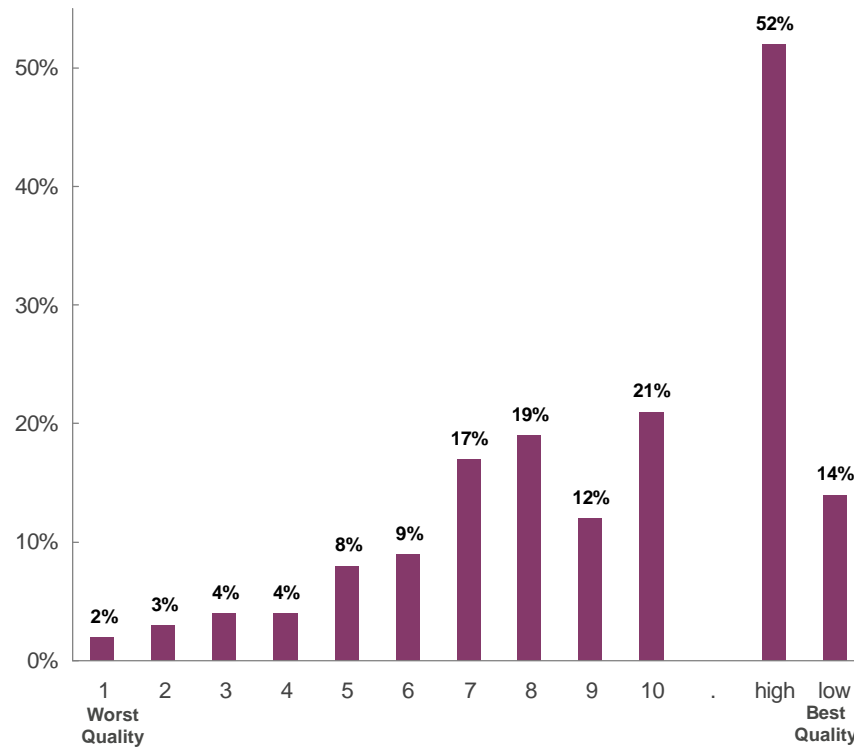
<b>Average Score:</b>	<b>5.1</b>
<b>Total % scored 1-4:</b>	<b>37%</b>
<b>Total % scored 8-10:</b>	<b>20%</b>

sample: 1,843 UK users aged 16+

PERSONAL IMPACT

## Whether the iMP will change the way you use television:

How much do you agree or disagree with the following statement?  
*"The iMP could change, for the better, the way I use television"*



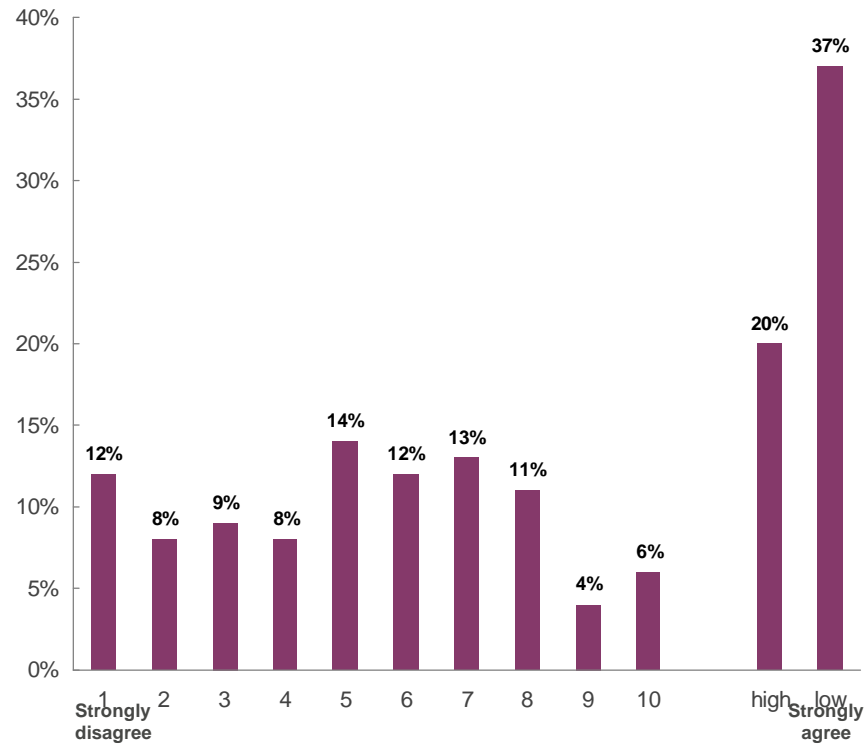
<b>Average Score:</b>	<b>7.2</b>
<b>Total % scored 1-4:</b>	<b>14%</b>
<b>Total % scored 8-10:</b>	<b>52%</b>

sample: 1,843 UK users aged 16+

PERSONAL IMPACT

## Whether the iMP will change the way you use the Internet:

How much do you agree or disagree with the following statement?  
*"The iMP could change, for the better, the way I use the Internet"*



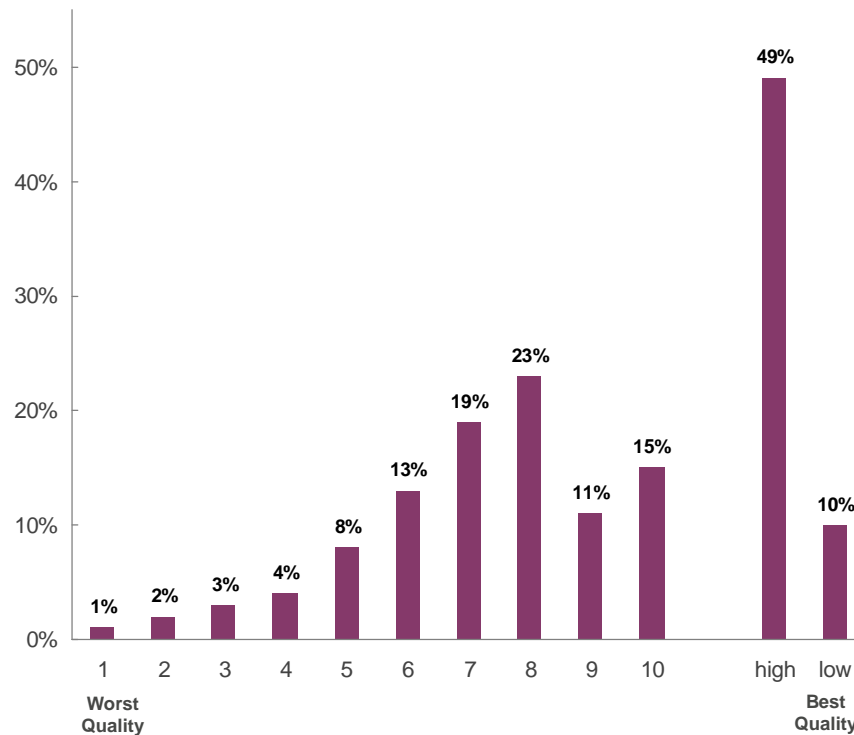
<b>Average Score:</b>	<b>5.2</b>
<b>Total % scored 1-4:</b>	<b>20%</b>
<b>Total % scored 8-10:</b>	<b>37%</b>

sample: 1,843 UK users aged 16+

PERSONAL IMPACT

iMP will add to your enjoyment of media:

How much do you agree or disagree with the following statement?  
*"The iMP will add to the enjoyment and use that people get out of media"*

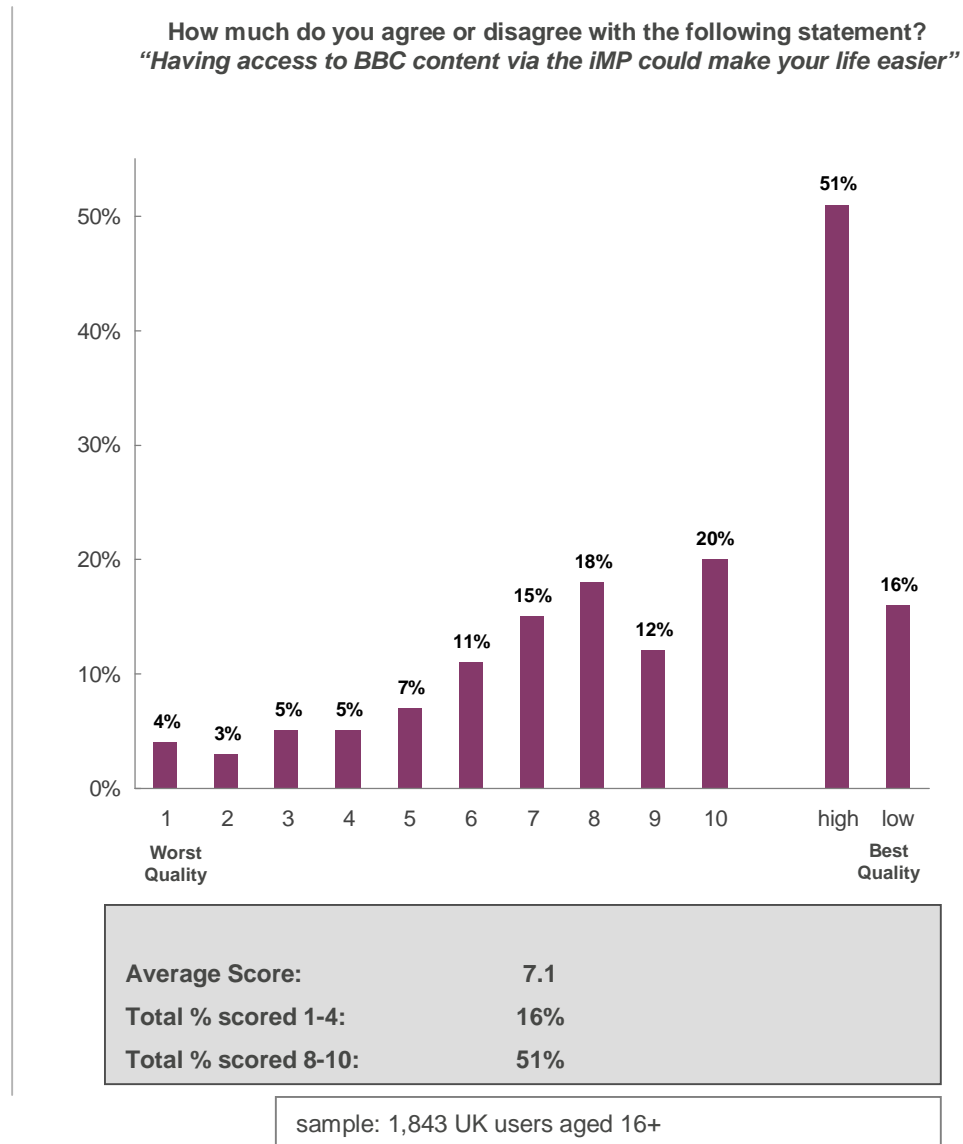


<b>Average Score:</b>	<b>7.2</b>
<b>Total % scored 1-4:</b>	<b>10%</b>
<b>Total % scored 8-10:</b>	<b>49%</b>

sample: 1,843 UK users aged 16+

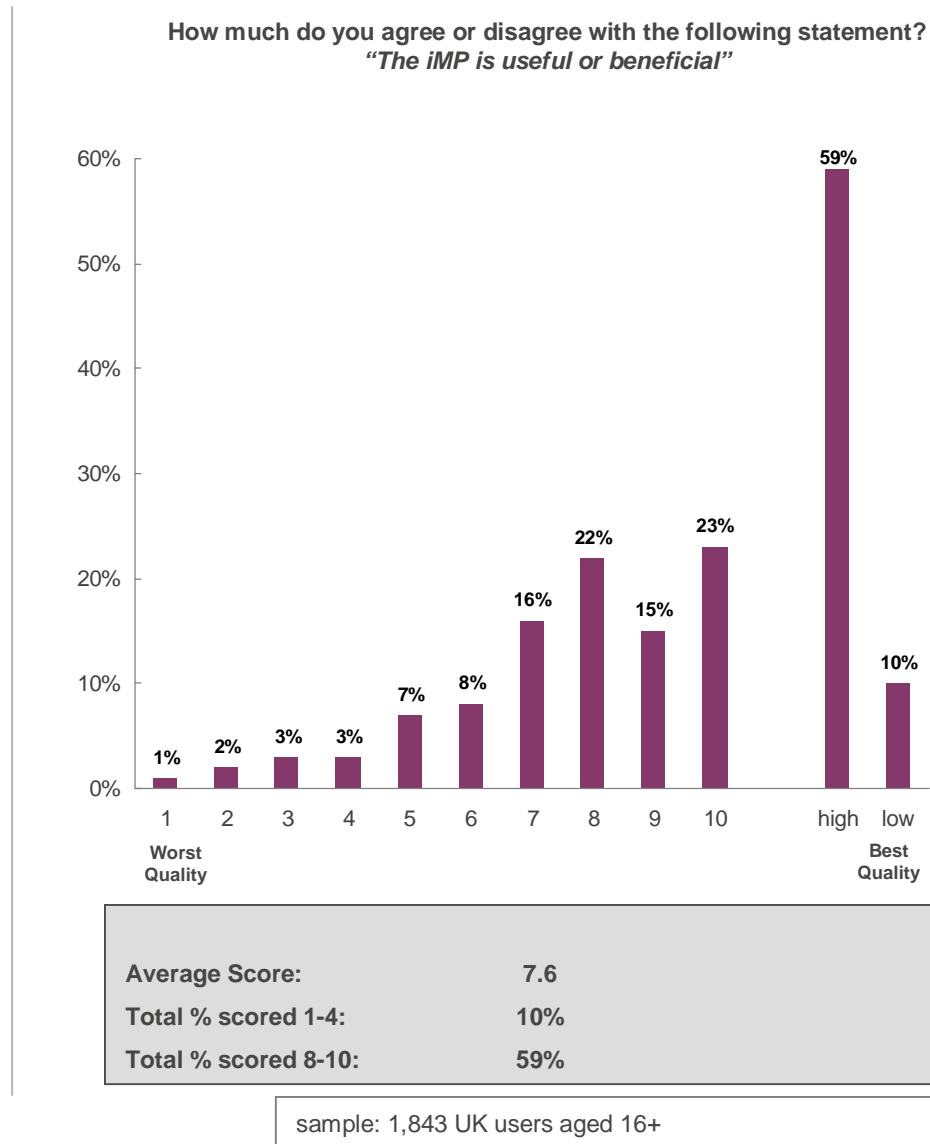
PERSONAL IMPACT

## Access to BBC content via the iMP could make life easier:



PERSONAL IMPACT

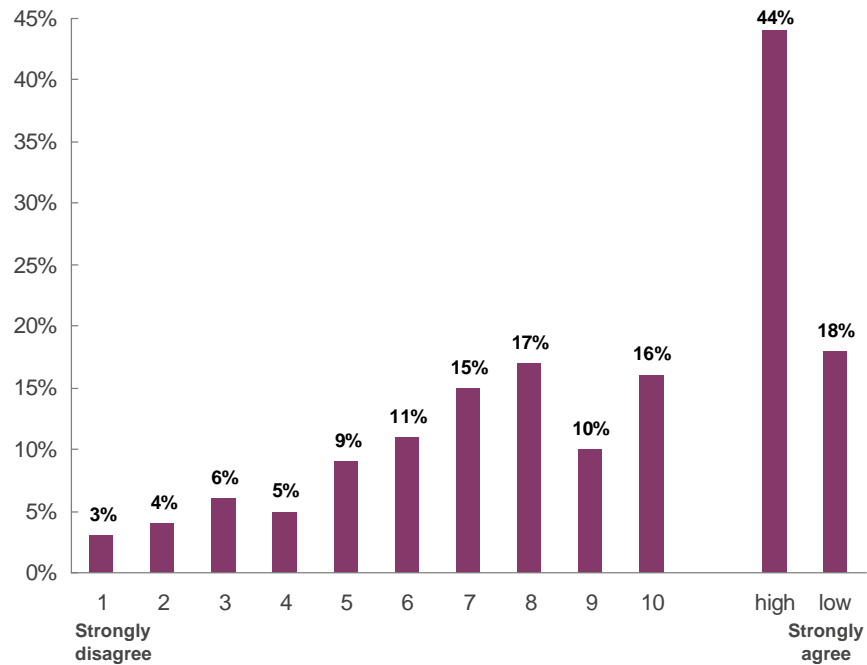
The iMP is useful or beneficial:



PERSONAL IMPACT

## The iMP's impact on broadband take-up:

Thinking particularly about how people in general may feel about the iMP, how much do you agree or disagree with the following statement?  
*"The iMP will encourage people to take up broadband"*



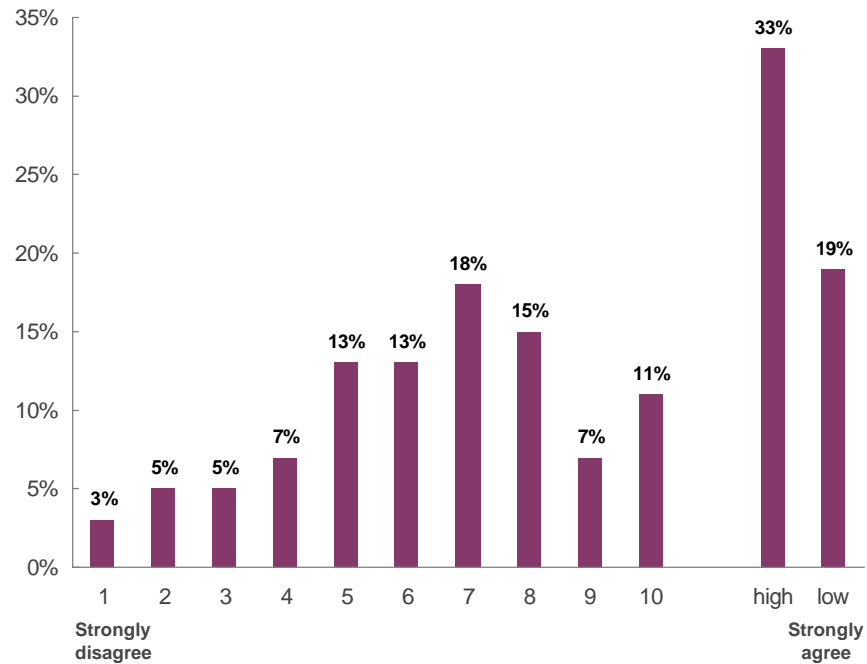
<b>Average Score:</b>	<b>6.8</b>
<b>Total % scored 1-4:</b>	<b>18%</b>
<b>Total % scored 8-10:</b>	<b>44%</b>

sample: 1,843 UK users aged 16+

CITIZEN IMPACT

## Whether the iMP has an impact on democratic value:

Thinking particularly about how people in general may feel about the iMP, how much do you agree or disagree with the following statement?  
*“The iMP will provide a new way to access news, information and analysis about social and political issues and other current affairs”*



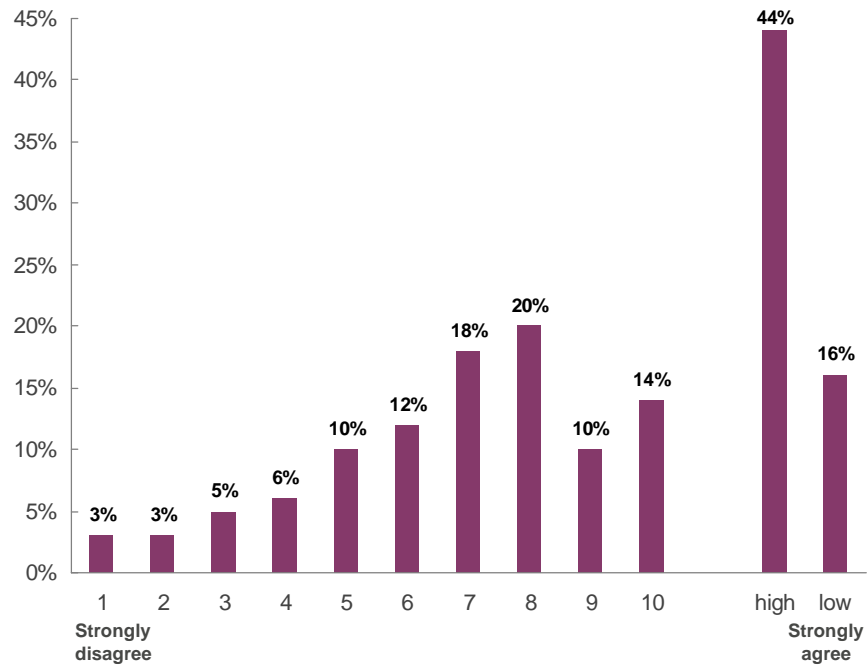
<b>Average Score:</b>	<b>6.4</b>
<b>Total % scored 1-4:</b>	<b>19%</b>
<b>Total % scored 8-10:</b>	<b>33%</b>

sample: 1,843 UK users aged 16+

CITIZEN IMPACT

## The iMP's impact on helping society progress with technology:

Thinking particularly about how people in general may feel about the iMP, how much do you agree or disagree with the following statement?  
*"The iMP helps UK's society to progress and stay up to date with new technology"*



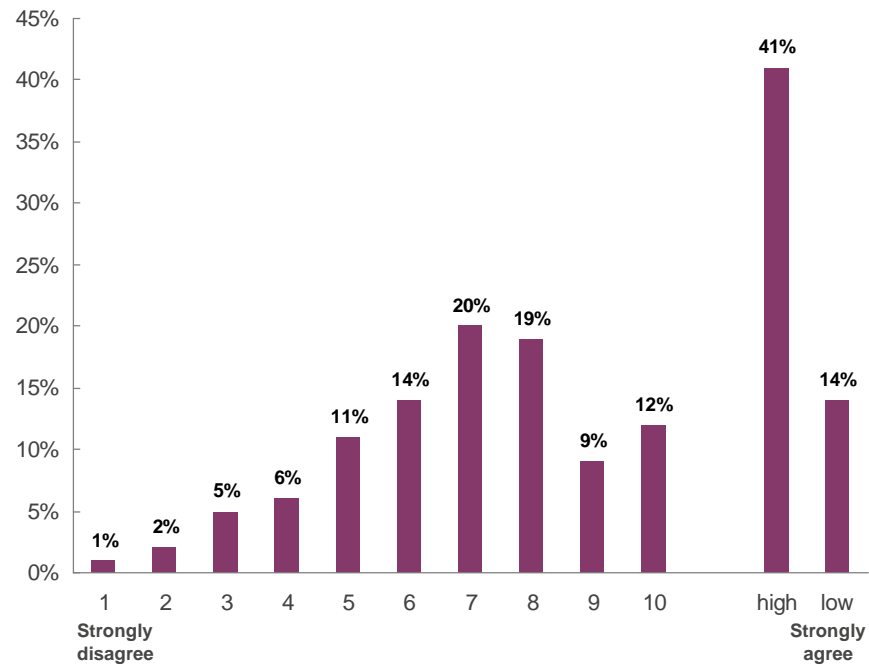
<b>Average Score:</b>	<b>6.9</b>
<b>Total % scored 1-4:</b>	<b>16%</b>
<b>Total % scored 8-10:</b>	<b>44%</b>

sample: 1,843 UK users aged 16+

CITIZEN IMPACT

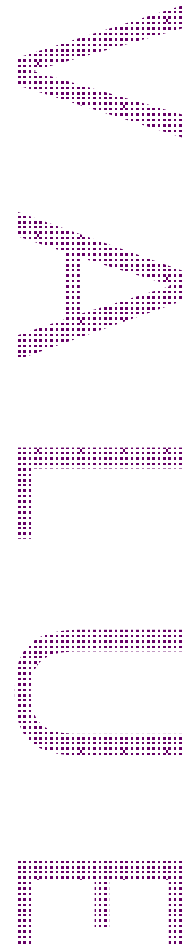
## How much the iMP will benefit many different types of people:

Thinking particularly about how people in general may feel about the iMP, how much do you agree or disagree with the following statement?  
*“The iMP will benefit many (different types of) people”*



<b>Average Score:</b>	<b>6.8</b>
<b>Total % scored 1-4:</b>	<b>14%</b>
<b>Total % scored 8-10:</b>	<b>41%</b>

sample: 1,843 UK users aged 16+



## How much the BBC services are worth – summary of scores

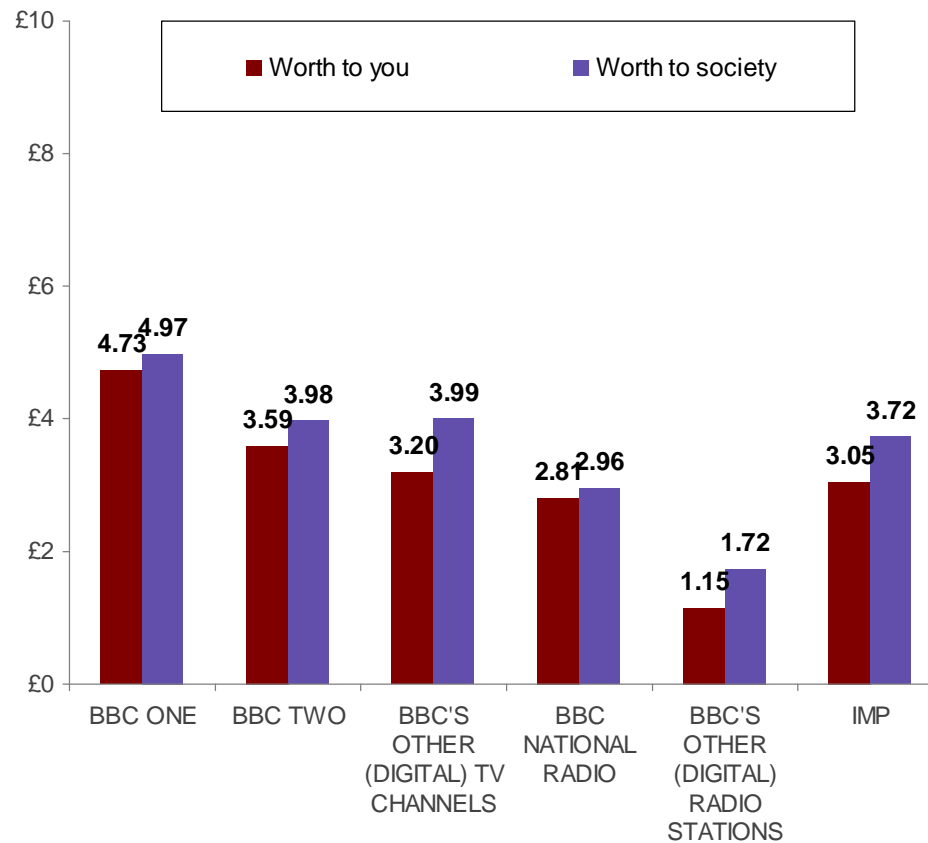
This graph shows the summary of scores.

The iMP was considered to be more valuable than national and digital radio, but less valuable than any of the BBC's live TV services.

Generally, asking about value to society produced higher results than when asking about value to individuals.

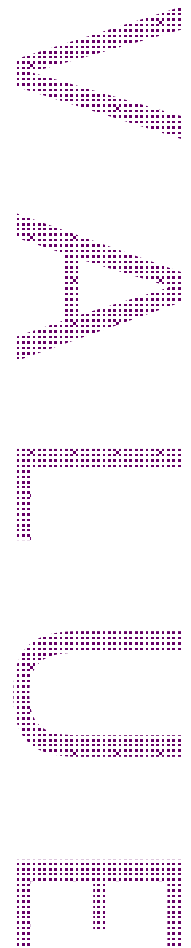
The iMP is considered more valuable than the radio services but less valuable than the standard television platforms

Imagine you no longer had to pay the BBC licence fee. We are curious to know what some of the different BBC services are worth. To help us understand this, could you please tell us what you think each of the services below is worth to you / to society, to the nearest pound per month?



**Full question descriptions (shortened for brevity on right):**

- BBC1
- BBC2
- BBC's other digital channels
- BBC national radio
- BBC's other digital radio stations
- The iMP



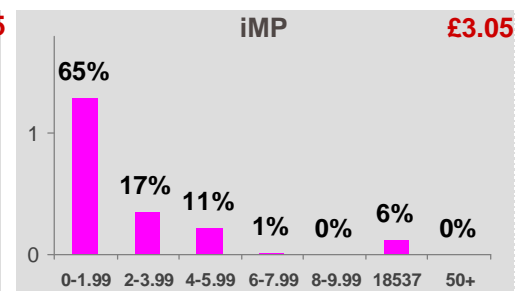
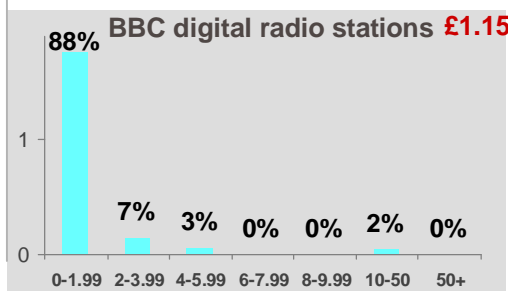
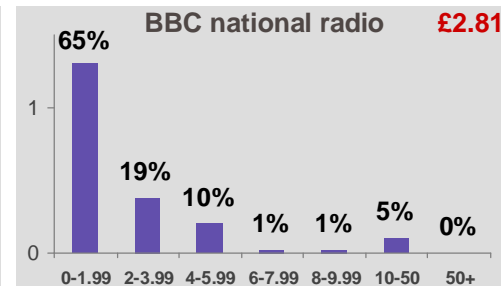
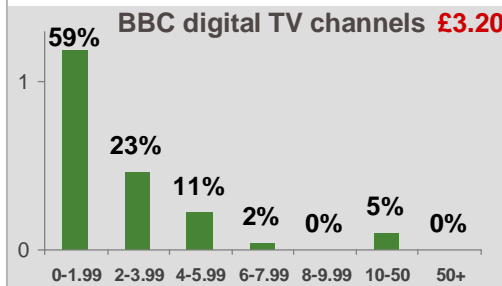
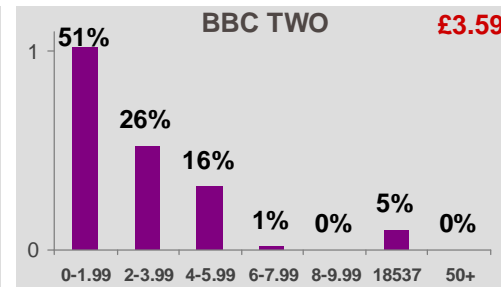
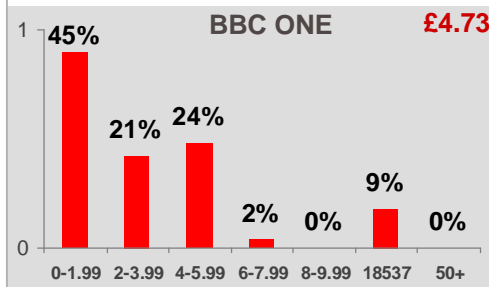
## How much the BBC services are worth to YOU – distribution of scores

The graphs on the right show the number of people who offered a response for each value-band, expressed as a percentage of all responses.

The sample was split in two, half responding to the question “how much is this service worth to you?” and the other half (on the next slide) responding to the question “how much is this service worth to society?”

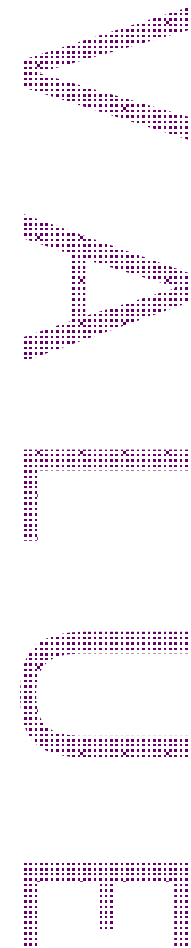
Imagine you no longer had to pay the BBC licence fee. We are curious to know what some of the different BBC services are worth to you. To help us understand this, could you please tell us what you think each of the services below is worth to you, to the nearest pound per month?

### PERCENTAGE OF RESPONSES WHICH FELL INTO EACH VALUE-BAND



#### Full question descriptions (shortened for brevity on right):

- BBC1
- BBC2
- BBC's other digital channels
- BBC national radio
- BBC's other digital radio stations
- The iMP

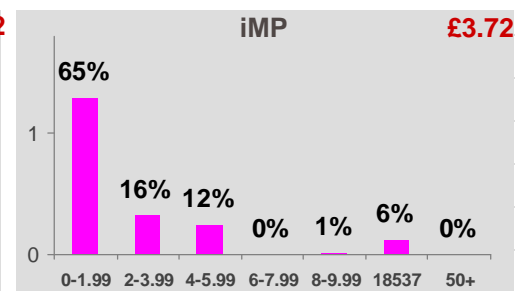
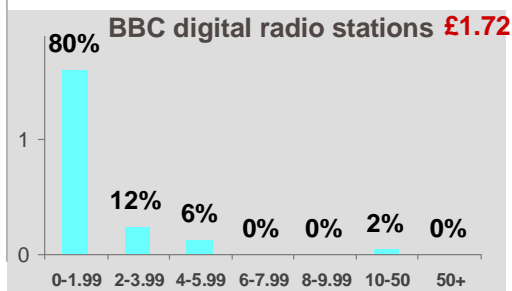
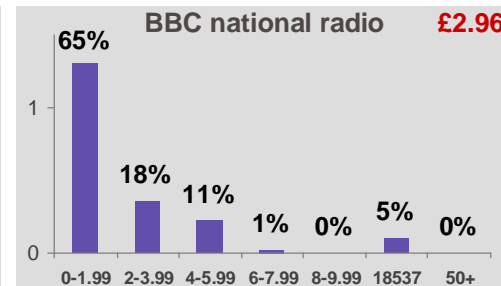
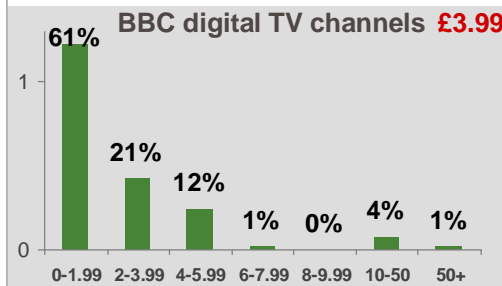
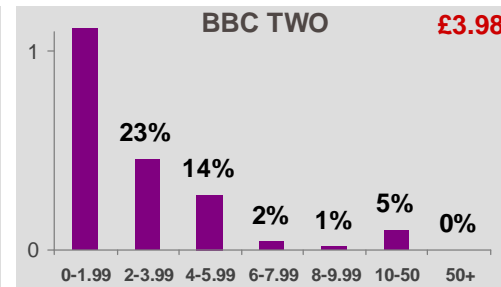
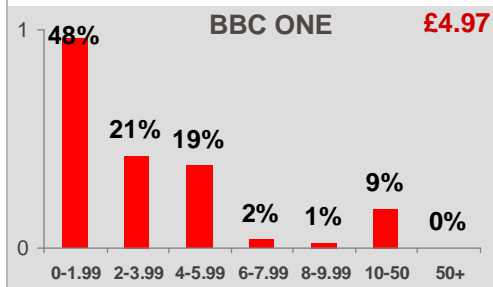


## How much the BBC services are worth to SOCIETY – distribution of scores

The graphs on the right show the number of people who offered a response for each value-band, expressed as a percentage of all responses.

Imagine you no longer had to pay the BBC licence fee. We are curious to know what some of the different BBC services are worth to you. To help us understand this, could you please tell us what you think each of the services below is worth to you, to the nearest pound per month?

### PERCENTAGE OF RESPONSES WHICH FELL INTO EACH VALUE-BAND



**Full question descriptions (shortened for brevity on right):**

- BBC1
- BBC2
- BBC's other digital channels
- BBC national radio
- BBC's other digital radio stations
- The iMP

